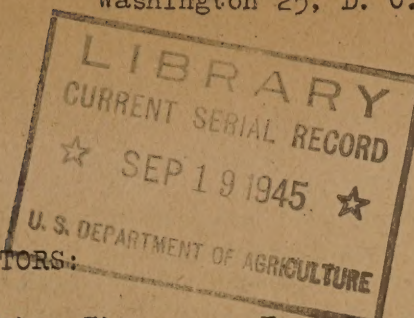


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WAR FOOD ADMINISTRATION
EXTENSION SERVICE
Washington 25, D. C.



TO STATE EXTENSION EDITORS:

Subject: A Good Job Takes Time . . . Farm Census . . . E. R. McIntyre
. . . FM Booklet . . . Case Report No. 1 -- Printed Annual
Report . . . Extension Statement for Popular Understanding
. . . Fat Salvage . . . Feature Article on Home Demonstration
. . . Transcription Platters

A Good Job Takes Time:

A year is only 12 months long. It's amazing how it streaks by and then a new one comes up as suddenly as a hiccup.

You have heard about the private, first class, who sewed master sergeant's stripes on his pajamas and when jerked out of his bunk by the top kick said, "I can dream, can't I?"

Well, we dream big plans at the beginning of the year only to be lost swiftly in the maelstrom of emergency demands. During the war most extension editors have been in that position, the same as we have here.

Not long ago this was brought forcefully to my attention in a letter from an extension director. I think you will be interested in the problems he raises. Perhaps you will have some comments. This is what he wrote . . .

"Our extension editor feels that your analysis (of the extension editor's job) is not much overdrawn, even while it poses the question of whether our information services are developing into a colossus, or whether an extension editor can ever hope to keep on top of such a job and still find time and energy for creative planning in this field.

"Some questions and conclusions arise in connection with the analysis which probably deserve the serious consideration of extension administrators as well as you who are most concerned with the information field.

"First, we obviously have here an area of extension activity so diversified and so far reaching that keeping it running smoothly is nearly a job in itself. This suggests the question of whether editors who have in most cases been drafted into their jobs from the writing profession or who have come up within the university through journalistic channels need to have access to specialized training in management.

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"On the other hand, anyone on whose judgment in public relations so much is at stake cannot be permitted to become desk-bound. Any state or federal extension worker recognizes the ever present danger of losing touch with the people for whom extension teaching is intended.

"I suppose that the pooling of subject matter and the heavy reliance on information channels during the war period have been largely responsible for the growth of the editor's responsibilities. His respect for dead lines and his familiarity with the different elements that make up a campaign make him a natural coordinator at such times. We have to count on him to 'keep things moving' after plans are laid.

"To what extent these conditions will change after the war is not easy to predict at this time. Perhaps some steps can be taken to reverse the trend toward the information offices and thereby simplify somewhat the editor's job. Here are some cases in point:

"Coordination of Federal and State literature, the building of these into programs and campaigns, the questions of timing, of supply, of paper shortage and of mailing congestion, have all ganged up to become the editor's problems during wartime because he was given the job of delivering the goods. Hitherto much of this responsibility was divided among specialists and administrative people.

"There has also been a temptation in recent years to give the editor the job of assembling materials and reports on the progress of the many extension programs. Because his work cuts across all lines of extension work and because so many programs have had a strong informational cast in recent years, the editor has been in a position to put his hands on the needed materials with the least trouble and confusion. However, there can be little doubt that these multiplying reports add greatly to the load.

"The above are simply some of the ideas that occur to anyone examining the trends in extension information. Your analysis supplies a basis for further study of problems that are implied in these ideas. Unquestionably we are depending more and more on information media. They are a valuable tool in our extension work. Furthermore, we want to continue to look to our information people to hatch new ideas and contribute richly to the creative planning which extension needs.

"To that end we need to give careful thought to information as a part of Extension. The fact that information has 'grown like Topsy' in the past challenges our best efforts in the direction of integration and fullest use of this servant of Extension."

Farm Census:

Enclosed is a copy of the Bureau of Census background statement, "Of what value is the Farm Census to Me as a Farmer?" It covers some of the actual uses made of census facts and figures, and I believe you will find it valuable as a source for story "tips."

E. R. McIntyre:

About March 15, E. R. McIntyre, for many years editor of the Wisconsin Farmer, is scheduled to start riding herd on weekly services to farm paper editors for War Food-USDA Information. This work has been handled by Ernest Moore, Assistant Director of Information, since DeWitt Wing resigned several months ago to join the staff of the Office of Education.

"Mac" is an old friend of Extension's. In his capacity as editor of the Wisconsin Farmer he has been a perennial student of the Wisconsin scene for more than 20 years. His campus, like that of the UW's new president, has extended on into Dane County and into every rural community of the Badger State. There's probably no Midwestern extension editor who doesn't know E. R. McIntyre, or who hasn't corresponded with him. He has worked closely with Andy Hopkins in proselyting Wisconsin's biggest industry. If you're a former student of Bill Summer's, you've probably sold "Mac" some of your first free-lance products. If not, you'll remember that he was there at the country club, at the Madison Ace conference in 1936. Of Scotch ancestry, "Mac" is one who has blended homespun philosophy with practical Midwest common sense. As such, and as one of the ablest scribes of the farm paper fraternity, he is admired by farm paper editors the country over.

We hope it will be possible for "Mac" to meet as many extension editors as possible when he gets started making the rounds.

FM Booklet:

As promised some time ago, we are sending you a copy of the booklet issued by the Office of Education on "FM For Education." Delivery of the copies was late. The booklet was prepared largely for school officials considering the planning of an FM station. If the recently proposed FCC plans to move FM broadcasting further up on the dial become final, parts of the booklet will be out of date, but we still feel that you will find helpful information in it.

CASE REPORT No.1--Printed Annual Report:

Subject: Maine Extension Service printed annual report.

Source: Clarence A. Day, extension editor, Maine.

Who writes the report: Responsibility during the last 2 years has been assigned to the extension editor's office.

Distribution techniques: Report has been mailed with a letter of transmittal from the extension director.

To whom the report is aimed: First to the agricultural leaders of the State, but an attempt is made to make it clear, concise, and readable enough so that other groups will be interested.

Special report policy considerations: Since the report could not possibly cover all activities, the most important ones are featured. Certain projects are carried through from year to year to bring out their background, developments, and results over a period of years.

Organization of the report: It is based upon reports from the county and State extension staffs which are rewritten as necessary to get continuity. Mr. Day believes that the report should not depart too far from previous reports so that anyone historically minded would be able to trace important policies and projects from year to year.

Extension Statement for Popular Understanding:

Saturday's letter to State extension directors carried a report by a committee which M. L. appointed to develop a statement on cooperative extension work. You will find this report with your copy of M. L.'s letter. Many of the extension directors have expressed the need for a brief, key statement which would express the spirit of extension work in a way which could be understood by anyone, particularly those persons who are not familiar with agriculture. You will be interested, I think, in the statements prepared by various committee members, and also in the list of basic features of cooperative extension work.

Fat Salvage:

During the past several weeks, in M.L.'s weekly letter and in special letters, the basic information on salvage of used household fats in rural areas has been sent to your director, to you, and to others on the staff concerned. The chief reason for this stress is that collection in rural areas is one of the main sources where it appears likely collections can be stepped-up. See Extension 8-State survey on used household fats collection.

Feature Article on Home Demonstration:

That Extension's home demonstration field contains good feature copy is proved again in the article on Principles of Work Simplification in the February issue of Practical Home Economics. This quote from the article illustrates the fundamental theme from which the feature developed: "If efficiency engineers could speed up production on the assembly line, some of the principles they used could surely be applied to household tasks. So argued Mary Rokahr, Extension home management specialist . . . and other home management specialists." The story is bylined by Anna J. Holman.

Transcription Platters:

With further reference to the item about returning used platters in my letter of February 13, here are some facts.

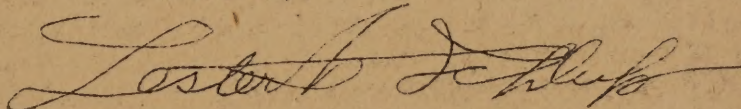
The platters are made of vinylite, which has a salvage value of 8 to 10 cents a pound. A 16-inch disk weighs about half a pound. So, if it costs you or us more than 5 cents to salvage it, we lose. The postal regulations prevent returning the platters under free postage.

It is rather obvious that the salvage value of a single platter is less than the parcel post or express necessary to send it to us or to RCA at Camden, N. J.

The only economical way to send in the platters would be for the editor to collect and hold them until he could send in a considerable number. He could then ship them minus the separation sheets and other items that add weight. (See letter dated February 13, 1945.

Unless you want to work out some such salvage plan, we suggest that you advise the stations to put the platters in their own heap of scrap when they are through with them.

Sincerely,



Lester A. Schlup, Chief
Division of Extension Information

Enclosures

P.S.--Here is a glossy print of a letter from the President of the United States to 4-H Club members, the original document having reached us yesterday. I am hurrying it to you for use in your services for National 4-H Club Week, March 3 to 11.

L.A.S.

